



**BISNIS,
the Monterey Bay International Trade Association, and
the Monterey Institute of International Studies**

in cooperation with the
US Export Assistance Center San Jose

***“Rethinking Eurasia: Spotlight on Central Russia, Armenia
and the Republic of Georgia”***

*Friday, September 5, 2003
10:00 –12:00 a.m.*

*411 Pacific, McGowan 102
Monterey Institute of International Studies
Monterey, California
(one-on-one meetings available following program)*

BISNIS representatives Polina Belkina (Moscow, Russia), George Isayan (Armenia), and Alexander Lotuashvili (Republic of Georgia) along with Washington-based international trade specialist Joan Morgan, and Tony Livoti, Executive Director of MBITA will make presentations and be available for one-on-one meetings with companies interested in specific projects or with questions related to the region. Speakers will discuss:

- How U.S. companies in key sectors can capitalize on opportunities in the region
- Key considerations for doing business in the region: challenges and prospects
- Opportunities across multiple sectors such as agribusiness machinery and food processing and packaging, construction, pharmaceuticals, tourism, and more.
- USG resources to aid your business activities and development in Eurasia

Cost: \$20

Morning Session Registration: Please fill out the form below and send it along with payment to: Monterey Bay International Trade Association, 725 Front Street, Suite 104, Santa Cruz, CA 95060. For questions, contact the MBITA by email tlivoti@mbita.org or by telephone: 831-469-0148.

One-on-One Sessions: Registrants interested in one-on-one meetings should call 831-469-0148.

Registration Form:

Names: _____ Company: _____

Address: _____ City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____ E-mail: _____

Method of Payment: ☐ Please charge \$_____ to my credit card below
(Morning session only) ☐ Please find enclosed check totaling \$_____

Credit Card Payment: ☐ Visa ☐ MasterCard
Name on Card: _____ Signature: _____
Expiration Date: _____ Card Number: _____

Monterey Bay International Trade Association

Tony Livoti (Executive Director)

U.S. Department of Commerce BISNIS Program

BISNIS is the U.S. Government's primary market information center for U.S. companies exploring business opportunities in Russia and other Newly Independent States. BISNIS provides U.S. companies with the latest market reports and tips on developments, export and investment leads, and strategies for doing business in the NIS. Since opening in 1992, BISNIS has facilitated more than **\$3.2 billion** worth of U.S. exports and overseas investments.

Speaker Biographies:

Polina Belkina (BISNIS, Moscow, Russia – stationed at the U.S. Embassy in Moscow)

Ms. Belkina covers the City of Moscow, Russia's capital city and premier growth center, also central Russia. She advises local companies on how to work with U.S. businesses, to find U.S. partners, and also counsels U.S. companies on different issues of doing business in Central Russia and Moscow. Ms. Belkina graduated from the Concordia University, Montreal, Canada, with bachelor degree in economics. Prior to joining BISNIS Moscow team, Ms. Belkina worked for Commercial Service of the Swiss Embassy in Moscow. During 2000 to 2002 period, Ms. Belkina was actively supporting Swiss companies doing business all across Russia, which resulted in multiple export successes. Her industry experience include food processing and storage, and work as an Associate Analyst at the Research Department of a prominent Russian investment company ATON Investment Bank, followed by a position of a Researcher in a mutual fund management company.

George Isayan (BISNIS, Yerevan, Armenia – stationed at the U.S. Embassy in Yerevan)

George Isayan has been working as the BISNIS representative in Armenia since January 1998. George has accompanied delegations of Armenian companies to a number of trade shows both in the US and Europe, including the International Builders Show in Dallas in 1999 and 2000, Comdex computer show in Las Vegas in 2000, BILISIM IT show in Istanbul, Turkey, and SviazExpoComm IT and Telecom show in Moscow in 2002.

Alexander Lotuashvili (BISNIS, Tbilisi, Georgia – stationed at the U.S. Embassy in Tbilisi)

Alex Lotuashvili became the BISNIS representative in Georgia in January 2000. As a BISNIS representative he is responsible for promoting U.S. exports and investments in Georgia. Alex has guided a delegation of Azeri, Armenian and Georgian farmers/food processors to a Trade Development Agency sponsored orientation visit in the United States. He also guided a delegation of Georgian IT companies to the BILISIM IT trade show in 2002. Alex has written numerous reports on agribusiness, construction, pharmaceuticals, and financial services.

Joan Morgan (BISNIS, Washington, DC)

BISNIS international trade specialist Joan Morgan provides information and counseling to U.S. companies interested in business opportunities in the Siberian region of Russia and the countries of Georgia and Turkmenistan. She also covers several industry sectors across Eurasia including:

agribusiness, food packaging and processing, fisheries, and tourism. Ms. Morgan has conducted outreach programs in Russia and Georgia as well as in the United States.

For more information on these region visit, <http://www.bisnis.doc.gov/outreach03/index.cfm>